IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS

IN RE: HAIR RELAXER MARKETING, SALES PRACTICES, AND PRODUCTS LIABILITY LITIGATION	MDL No. 3060 Master Docket Case No. 1:23-cv-00818 Honorable Mary M. Rowland
Gwendolyn Alexander,	
V.	
Revlon Inc., Revlon Consumer Products	
Corporation, Revlon Group Holdings LLC,	SHORT-FORM COMPLAINT AND JURY
AFAM Concept, Inc. d/b/a JF Labs, Inc.,	DEMAND
Avlon Industries, Beauty Bell Enterprises,	
LLC f/k/a House of Cheatham, Inc., House of	C. T.A.C. N
Cheatham LLC, Dabur International Ltd., Dabur International USA Ltd., Godrej SON	Civil Action No.
Holdings, Inc., L'Oréal USA, Inc., L'Oréal	
USA Products, Inc., Soft-Sheen-Carson, LLC,	
Luster Products, Inc., Namaste Laboratories,	
and Strength of Nature, LLC.	

- 1. Plaintiff(s)/Injured Party/Decedent (hereinafter, "Plaintiff(s)") incorporate by reference Plaintiffs' Master Long Form Complaint in *In Re: Hair Relaxer Marketing, Sales Practices and Products Liability Litigation*, MDL 3060, filed as of May 15, 2023, as Document Number 106.
- 2. Plaintiff(s), Gwendolyn Alexander, file(s) this Complaint pursuant to CMO No. 2 and is to be bound by the rights, protections and privileges, and obligations of that CMO and other Orders of the Court. Further, in accordance with CMO No. 2, Plaintiff(s) hereby designate(s) the United States District Court for the Southern District of New York as Plaintiff's designated venue ("Original Venue"). Plaintiff makes this selection based upon one (or more) of the following factors (please check the appropriate box(es)):

	Plaintiff currently resides in	(City/State);
	Plaintiff purchased and used Defendant(s)' products in(City/State);	
	The Original Venue is a judicial district in which Defer resides, and all defendants are residents of the State in which (28 U.S.C. § 1391(b)(1)).	
_	The Original Venue is a judicial district in which a substantionissions giving rise to the claim occurred, specifit 1391(b)(2)):	*
	There is no district in which an action may otherwise be brossed \$1391, and the Original Venue is a judicial district is subject to the Court's personal jurisdictiaction (28 U.S.C. § 1391(b)(3)).	in which Defendant
<u>X</u>	Other reason (please explain): Supplemental Jurisdiction Under 28 U.S.C. § 1367(a)	

- 3. For purposes of diversity jurisdiction, Plaintiff is a citizen of New York (State/Territory).
- 4. Plaintiff is suing the following Defendants, and for purposes of diversity, whose State of Incorporation/Formation and Principal Place of Business is as follows:

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
\boxtimes	AFAM Concept, Inc. d/b/a JF Labs, Inc.	Illinois	Illinois
\boxtimes	Avlon Industries	Illinois	Illinois
\boxtimes	Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc.	Georgia	Georgia
\boxtimes	Dabur International Ltd.	Isle of Man	Dubai
\boxtimes	Dabur International USA Ltd.	India	Illinois
\boxtimes	Dermoviva Skin Essentials, Inc.	Delaware	New Jersey
\boxtimes	Godrej SON Holdings, Inc.	Georgia	Georgia

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
\boxtimes	House of Cheatham LLC	Delaware	Georgia
\boxtimes	L'Oréal USA, Inc.	Delaware	New York
\boxtimes	L'Oréal USA Products, Inc.	Delaware	New York
\boxtimes	Luster Products, Inc.	Illinois	Illinois
\boxtimes	McBride Research Laboratories, Inc.	Georgia	Georgia
\boxtimes	Namaste Laboratories LLC	Illinois	Illinois
\boxtimes	Revlon Consumer Products Corporation	Delaware	New York
\boxtimes	Revlon Group Holdings LLC	Delaware	Delaware
\boxtimes	Revlon, Inc.	Delaware	New York
\boxtimes	SoftSheen-Carson LLC	New York	New York
\boxtimes	Strength of Nature, LLC	Georgia	Georgia
	Other (Please identify):		
	Other (Please identify):		
	Other (Please identify):		

CASE SPECIFIC FACTS REGARDING HAIR RELAXER PRODUCT USE AND INJURIES

- 5. Upon information and belief, Plaintiff began using hair relaxer product(s) on or about the following date <u>approximately 1975</u> and if applicable, stopped using hair relaxer product(s) on or about the following date: <u>approximately 2018</u>.
- 6. Upon information and belief, Plaintiff used the following hair relaxer product(s), which Plaintiff contends caused and/or contributed to their injury(ies) and brings claims against

the following Defendants:

<u>Defendant</u>	Product List (Select All Applicable Products)
	Relaxer
	☐ Hawaiian Silky - Herbal No Lye Conditioning Relaxer System with Tea
	Tree & Avocado Oil - 2 Applications
	☐ Vitale - Olive Oil Anti-Breakage Relaxer No Base with Shea Butter -
AFAM Concept, Inc.	Regular Strength
d/b/a JF Labs, Inc.	☐ Vitale Pro - New Texture Salon Exclusive Hair Relaxer
	☐ Vitale Mo'Body - Shea Butter Sensitive Scalp Relaxer with Oatmeal Protein
	☐ Vitale - Life and Body - Hair Relaxer with Aloe Vera - Smooth Silky
	Texture
	Other (please specify):
	— Culei (pieuse speeliy).
Avlon Industries, Inc.	□ Affirm Crème Relaxer
	☐ Affirm Sensitive Scalp Relaxer
	☐ Affirm Dry & Itchy Scalp Relaxer
	□ Affirm FiberGuard Conditioning Crème Relaxer
	☐ Affirm FiberGuard Sensitive Scalp Conditioning Relaxer
	☐ Other (please specify):
Beauty Bell	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
Enterprises, LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
f/k/a House of Chaotham Inc	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
Cheatham, Inc.	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	☐ Other (please specify):
House of Cheatham,	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	☐ Other (please specify):
	☐ Dark and Lovely Beautiful Beginnings No-Mistake Smooth Relaxer
	☐ Dark and Lovely Beautiful Beginnings No Mistake Curl Softener
	☐ Dark and Lovely Healthy Gloss 5 Shea Moisture No Lye Relaxer
	☐ Dark and Lovely Triple Nourished Silkening Relaxer
	☐ Optimum Salon Haircare Defy Breakage No-Lye Relaxer
	□ Optimum Salon Haircare Amla Legend Relaxer
	□ Optimum Care Bodifying Relaxer
L'Oréal USA, Inc./	
L'Oréal USA Products Inc./	☐ Bantu No Base Relaxer
Products, Inc./ SoftSheen-Carson	☑ Ultra Precise No-Lye Conditioning Relaxer
LLC	☐ Mizani Butter Blend Relaxer
ELEC	☐ Mizani Butter Blend Sensitive Scalp Rhelaxer
	☐ Mizani Butterblend Prosolvent Relaxer
	☐ Mizani Classic Rhelaxer
	☐ Mizani Sensitive Scalp Rhelaxer
	☐ ☐ Care Free Curl – Cold Wave Chemical Rearranger Super Strength
	☐ Look of Radiance Permanent Crème Relaxer Kit
	☐ Other (please specify):
	□ Luster's Pink Oil Moisturizer No-Lye Conditioning Relaxer
	☐ Luster's Pink Oil Moisturizer Short Looks Texturizer
	□ Luster's Pink Oil Moisturizer Smooth Touch Relaxer
	☐ PCJ Kit
Lugton Duoduota	☐ PCJ No Lye Kit - Adult
Luster Products Company	☐ PCJ No Lye Kit - Children's
Company	☐ ShortLooks Colorlaxer Diamond Black
	☐ ShortLooks Colorlaxer Passion Red
	☐ ShortLooks Colorlaxer Sable Brown
	☐ Other (please specify):
	☐ Design Essentials Honey Nectar Relaxer Kit - Time Release Regular
	Strength
McBride Research	☐ Design Essentials Sensitive Scalp Relaxer System
Laboratories	☐ Design Essentials Regular Conditioning Relaxer
	☐ Other (please specify):

Defendant		Product List (Select All Applicable Products)
	\boxtimes	ORS Olive Oil Built-In-Protection No-Lye Relaxer – Full Application
	\boxtimes	ORS Olive Oil No-Mix Salon Formula Crème Relaxer
	\boxtimes	ORS Olive Oil Ultra Nourish Crème Hair Relaxer
	\boxtimes	ORS Olive Oil Built-In-Protection No-Lye Relaxer – New Growth
		ORS Olive Oil Zone Relaxer – Targeted Touch-Up No-Lye Hair
		Relaxer
	\boxtimes	ORS Olive Oil Curl Stretching Texturizer
	\boxtimes	ORS Olive Oil Crème on Crème Touch-Up No-Lye Hair Relaxer
	\boxtimes	ORS Olive Oil Mild Touch Relaxer with 60% Lower Chemical
	\boxtimes	ORS Olive Oil Texlax and Stretch Semi-Straightening System
	\boxtimes	ORS Olive Oil Girls Built-In Protection Plus No-Lye Conditioning Hair
Namaste Laboratories		Relaxer System
	\boxtimes	ORS Olive Oil Girls Soft Curls No-Lye Crème Texture Softening
		System
	\boxtimes	ORS HAIRepair No-Lye Conditioning Relaxer System with Cuticle
		Shield
	$ \boxtimes $	ORS Olive Oil Professional No-Lye Relaxer Kit
	\boxtimes	ORS Olive Oil Professional Crème Relaxer
		Namasté Salon System Triple Emulsion Relaxer
		Namasté Salon System Crème Relaxer
		Namasté Salon System Conditioning Sensitive Scalp No-Lye Relaxer
		Namasté Salon System Crème Relaxer Salon Trial Pack
		(Other (please specify):
	\boxtimes	African Pride – No Lye Relaxer Kit
	\boxtimes	African Pride – No Base Relaxer
	\boxtimes	African Pride – Multi Length Texturizer Kit
	\boxtimes	African Pride – Dream Kids No Lye Relaxer Kit
	\boxtimes	All Ways Natural – No Lye Conditioning Crème Relaxer Kit
		Arosci Aromaphoric Relaxer System
Revlon, Inc./ Revlon	\boxtimes	Crème Of Nature Relaxer Cream
Consumer Products	\boxtimes	Crème Of Nature Relaxer Kit Argan Oil
Crown Holdings LLC/	\boxtimes	Crème of Nature Herbarich Conditioning Crème Relaxer System Kit
Group Holdings LLC/	\boxtimes	Crème of Nature Herbarich Conditioning Crème Relaxer and
Revlon		Texturizing System
	\boxtimes	Crème of Nature Herbarich No Base Relaxer
	\boxtimes	Crème of Nature No Base Relaxer
	\boxtimes	Crème of Nature No Lye Relaxer
	\boxtimes	Crème of Nature Sodium Relaxer Kit
	\boxtimes	Crème Of Nature Cni No Lye Relaxer
	\boxtimes	Crème Of Nature Cni Sunflower & Coconut Oil - Creme

<u>Defendant</u>		Product List (Select All Applicable Products)
	\boxtimes	Crème Of Nature Eden Relaxer
		Fabulaxer No-Lye Relaxer
		Fabulaxer Gro-7
	\boxtimes	Revlon Realistic No-Base Relaxer
	\boxtimes	Revlon Realistic No Lye Relaxer Kit
		Other (please specify):
Strength of Nature,	\boxtimes	African Pride Olive Miracle Deep Conditioning Crème-on-Crème No
LLC		Lye Relaxer 8 Salon Pack Touch-Ups
	\boxtimes	African Pride Olive Miracle Deep Conditioning Curls & Coils
		Texturizer
	\boxtimes	African Pride Olive Miracle Deep Conditioning Curls & Coils
		Texturizer With Aloe Deep Conditioner
		African Pride Olive Miracle Deep Conditioning No-Lye Relaxer One
		Complete Application
		African Pride Olive Miracle Deep Conditioning No-Lye Relaxer, One Complete Touch-Up
	\boxtimes	African Pride Shea Miracle Texture Softening Elongating System
		African Pride Dream Kids Olive Miracle (4) Touch-Up Relaxer Kit
		African Pride Dream Kids Olive Miracle Relaxer African Pride Dream Kids Olive Miracle Relaxer
		African Pride Dream Kids Olive Miracle Touch-Up Relaxer Kit
		Dr. Miracle's No Lye Relaxer Kit
		Dr. Miracle's New Growth No-Lye Relaxer Kit
		Elasta QP Normal Relaxer Kit
		Elasta QP Normal Relaxer Kit 2 Applications
		Elasta QP Resistant Relaxer Kit
		Elasta QP Sensitive Scalp Kit 12 Application Economy Pack
		Elasta QP Sensitive Scalp Kit – 4 Applications
		Elasta QP No Base Crème Relaxer
		Elasta QP SOY OYL No-Base Relaxer
		Elasta QP SOY OYL 4 Application Anti-Dryness No Lye Relaxer Kit
		Elasta QP No-Base Relaxer
		Elasta QP Extra Body No-Base Regular Relaxer
		Elasta QP Extra Body No-Base Super Relaxer
	\boxtimes	Gentle Treatment No-Lye Relaxer Gray Kit
	\boxtimes	Gentle Treatment No-Lye Relaxer
		Just For Me Relaxer 1 Complete Touch Up Relaxer
		Just For Me 4 Application Salon Pack Relaxer
		Just For Me No-Lye Conditioning Crème Relaxer Kit
		Just For Me No-Lye Conditioning Crème Relaxer Kit with Coil & Curl
		Cream

<u>Defendant</u>	Product List (Select All Applicable Products)
	Just For Me No-Lye Conditioning Crème Relaxer Kit (Super) with Oil
	Moisturize Lotion
	Just For Me No-Lye Texture Softener System
	Just For Me No-Lye Texture Softener System with Hair & Scalp Butter
	Motions Classic Formula Smooth & Silken Hair Relaxer
	Motions Professional 12-Application Salon Pack
	Motions Silkening Shine No Lye Relaxer Kit
	Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 2 Touch Up
	Application
	Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 1 Complete
_	Touch Up Application
	Profectiv Procision Relaxer Kit Regular
	Profectiv Relax and Refresh Kit Auburn Spice
	y
	3
	SmartPerm No-Lye Anti-Breakage Relaxer System
	, ,
_	Grow Stimulator
	SmartPerm Smart Valu No-Lye Anti-Breakage Relaxer Kit, 4
	Applications
	Smart Perm Smart Valu Smart Gro Stimulator New Growth No-Lye
	Relaxer with GroRehab 4 Applications 7. S&R® RetariculaTM 2 Application Polavor
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	117
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	Relaxer
	Relaxer, 2 Applications
	Other (please specify):

<u>Defendant</u>		<u>t</u>	Product List (Select All Applicable Products)
	7.	Other	manufacturer(s)/product(s) used by Plaintiff not identified above: <u>Upon</u>
Infor	mation a	and Belie	f, None
			<u> </u>
	8.	Plainti	ff's use of Defendant(s) hair relaxer product(s) caused serious injuries and
dama	ges incl	uding bu	t not limited to the following:
		Uterine	e Cancer
		etrial Cancer	
		Ovaria	n Cancer
		Other i	njuries and/or additional details (please
		specify	r):

9. Approximate date(s) of diagnosis (injury(ies)), if applicable at this time, that form(s) the basis of Plaintiff's claim(s): <u>Approximately January 2019.</u>

CAUSES OF ACTION AND THEORIES OF RECOVERY ADOPTED AND INCORPORATED IN THIS LAWSUIT

- 10. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, all common factual allegations contained in paragraphs 1 through 114 of the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060.
- 11. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, the following Causes of Action and the Prayer for Relief within the Master Long Form

Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060:

\boxtimes	Count I – Negligence and/or Gross Negligence
\boxtimes	Count II – Negligent Misrepresentation
\boxtimes	Count III – Negligence Per Se
\boxtimes	Count IV – Strict Liability: Design Defect
\boxtimes	Count V – Strict Liability: Failure to Warn
\boxtimes	Count VI – Breach of Implied Warranty of Merchantability/ Fitness for a Particular Use
\boxtimes	Count VII – Breach of Express Warranty under state law and the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301 et seq.
\boxtimes	Count VIII – Fraud/ Fraudulent Misrepresentation
\boxtimes	Count IX – Fraudulent Concealment
\boxtimes	$\label{eq:count_X-U.S.} Count\ X-U.S.\ State\ and\ Territory\ Statutory\ Consumer\ Protection\ and\ Unfair\ or\ Deceptive\ Trade\ Practices\ Claims$
\boxtimes	Count XI – Unjust Enrichment]
	Count XII – Wrongful Death
	Count XIII – Survival Action
	Count XIV – Loss of Consortium
\boxtimes	Count XV – Punitive Damages
	Other Causes of Action:

	<u>.</u>		
12. <u>Consortium Claim(s) (if applicable)</u> : The following individual(s) allege(s) damages for loss of consortium:			
13. individual(s)	Survival and/or Wrongful Death Claim(s) (if applicable): The following allege(s) damages for survival and/or wrongful death:		
Plaintifl	JURY DEMAND (s) demand(s) a trial by jury as to all claims in this action.		
Dated this the	e_12 th _day of September, 20		
	RESPECTFULLY SUBMITTED ON BEHALF OF THE PLAINTIFF(S), /s/ John J. Foley		
	Signature		
OF COUNSE	EL: John J. Foley SIMMONS HANLY CONROY One Court Street, Alton, IL 62002 618-259-2222 jfoley@simmonsfirm.com		